

Message Text

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ACTION NEA-10

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USDOC FOR CAGNE

E.O. 11652: NA

TAGS: BEXP, IR

SUBJ: FY77 BIC/CAGNE TRADE PROMOTION SCHEDULE

REF: STATE 014336

1. COMMERCIAL SECTION AND TRADE CENTER HAVE REVIEWED FY77 BIC/CAGNE TRADE PROMOTION SCHEDULE AND BELIEVE ACTIVITIES PROPOSED RELATE, FOR MOST PART, TO MEANINGFUL TRADE POSSIBILITIES. WE ARE CONCERNED, HOWEVER, AT CONCENTRATION OF EVENTS DURING OCTOBER-DECEMBER, 1976 PERIOD. IN ADDITION TO TWO TRADE CENTER SHOWS, PARTICIPATION IN TEHRAN INTERNATIONAL TRADE FAIR AND SAHO 76, TWO USDOC-ORGANIZED TRADE MISSIONS AND TECHNICAL SALES SEMINAR, PMMI IOGA TRADE MISSION AND COMMERCE-NMTBA CATALOGUE SHOW ARE ALSO SCHEDULED FOR THIS PERIOD.

2. SPECIFIC RESERVATIONS ARE:

(A) SINCE MANY PROPOSED ACTIVITIES WILL INVOLVE SAME IRANIAN AUDIENCE, WE BELIEVE SUCH SATURATION IN FIRST QUARTER IS NOT ADVISABLE.(B) COMMERCIAL SECTION'S ABILITY TO HANDLE PROGRAM SO CONCENTRATED, ALONG WITH ROUTINE WORK, IS LIMITED, AND UNLESS SOME ACTIVITIES ARE RESCHEDULED, WE WOULD NOT BE ABLE TO GIVE EACH EVENT THE

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SUPPORT REQUIRED FOR MAXIMUM PROMOTION, FOR EXAMPLE,

MINIMUM OF THREE WEEKS FSO TIME IS REQUIRED TO ORGANIZE AND ESCORT EACH TRADE MISSION, AND INTERNATIONAL TRADE FAIR(ASSUMING COMMERCE SENDS EXHIBITION MANAGER) REQUIRES 10 WEEKS FSO SUPPORT.(C) DUE SCHEDULED SHOWS, TRADE CENTER WILL NOT BE AVAILABLE TO SERVE AS HEAD-QUARTERS FOR TRADE MISSIONS OR TECHNICAL SEMINAR OCTOBER 3-20(TO ALLOW TIME FOR SETTING UP, STAGING AND DISMANTLING BUSINESS EQUIPMENT SHOW OCTOBER 10-14) OR NOVEMBER 28-DECEMBER 16(SINCE MINING MACHINERY SHOW IS DECEMBER 5-9). NON-AVAILABILITY TRADE CENTER IS SERIOUS HANDICAP, AS EMBASSY HAS NO OTHER FACILITY TO ACCOMMODATE SUCH GROUPS AND HEADQUARTERING IN HOTEL IS EXPENSIVE AND LOGISTICALLY AWKWARD.

3. WE, THEREFORE, PROPOSE FOLLOWING MODIFICATIONS TO SCHEDULE REFTEL:

(A) RESCHEDULE PMMI TO SEPTEMBER 27-30.

(B) CANCEL TECHNICAL SALES SEMINAR ON PORT DEVELOPMENT, WHICH APPEARS LEAST RELEVANT OF PROPOSED ACTIVITIES. EXPANSION KHORRAMSHAHR AND SHAHPOUR PORTS WELL UNDERWAY, TWO MAJOR NEW PORTS ALREADY CONTRACTED WITH COMPLETION ESTIMATED 1980-81, AND REMAINING PORT PROJECTS ARE DEFERRED, PROBABLY UNTIL SIXTH PLAN. FURTHERMORE, AUDIENCE FOR SUCH A SEMINAR WOULD BE LIMITED TO PORTS AND SHIPPING ORGANIZATION.

(C) CANCEL USDOC-NMTBA CATALOGUE SHOW, WHICH APPEARS TO OFFER ONLY MARGINAL BENEFITS AS OUTLINED WESTLEY LETTER TO RYAN DATED JANUARY 21.

(D) POSTPONE TRADE MISSION ON CONSTRUCTION MACHINERY TO JANUARY OF FEBRUARY, 1977.

(E) PARTICIPATE ON TYPE I BASIS IN CINCSUCTION 77, APRIL 29-MAY 6, AS RECOMMENDED TEHRAN A-11, JANUARY 22, 1976.

4. REVISED FIRST QUARTER SCHEDULE RECOMMENDED BY POST WOULD BE:

SEPTEMBER 27-30 PMMI IOGA TRADE MISSION
OCTOBER 10-14 TRADE CENTER SHOW ON BUSINESS EQUIPMENT
OCTOBER 18-31 TEHRAN INTERNATIONAL TRADE FAIR (EVEN APART FROM THE DEMANDS PARTICIPATION WILL PLACE ON EMBASSY STAFF
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AND RESOURCES, NO RPT NO OTHER IMPORTANT TRADE SHOWS, MISSIONS OR SEMINARS SHOULD BE SCHEDULED THESE DATES AS GOI AND PRIVATE BUSINESS WILL BE FULLY OCCUPIED WITH INTERNATIONAL FAIR).
NOVEMBER(MID-MONTH) ELECTRONIC DATA PROCESSING TRADE MISSION.
NOVEMBER 24-30 SAHO TYPE I
DECEMBER 5-9 TRADE CENTER SHOW ON MINING MACHINERY

5. IRANIAN HOLIDAYS IN FIRST QUARTER FY77 AR OCTOBER
20 AND 26, NOVEMBER 4, DECEMBER 2 AND 10. AMERICAN
HOLIDAYS ARE OCTOBER 11 AND 25, NOVEMBER 25 AND DECEMBER
25.

6. POST WILL ADVISE RE DATES FOR REMAINDER OF SCHEDULE
AFTER COMMENTS FROM STATE-COMMERCE ON PARAGRAPHS 3 AND
4 ABOVE ARE RECEIVED.
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